

# Knife Making

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Look for your first issue of **INVESTOR'S DAILY** within 2 weeks.





Bladesmith Bill Moran, wife Margaret proudly display some of his hand-forged Damascus steel creations.



Proper temperatures are crucial in fashioning Moran's knives, which can cost eager buyers as much as \$4,500.

## Bladesmith's Beauties Rated a Cut Above

BRADDOCK HEIGHTS, Md.—A recession will never reach W. F. "Bill" Moran at his Braddock Heights forge. That's because Moran, perhaps the finest bladesmith in America today, has a 20-year backlog of orders for his ornamental Damascus steel knives.

The backlog exists because as a hand-forger, Moran can make only about 15 knives each year, and because experts and aficionados consider his Damascus beauties bargains at \$3,000-\$4,500 each.

Moran, 57 and an AARP member, notes that "to forge these blades takes great skill and knowledge of steel and heat ranges. And (in 40-plus years) I've never had a complaint or a broken blade returned."

Yet it would be easy to err in making a

Damascus blade, named for the city where the method originated. The long-dead art Moran "rediscovered" calls for him to weld, fold, heat and hammer out 500-to-1,000 alternating layers of steel and iron, each only 5/10,000" thick.

The result is a blade with a gorgeous, wavelike grain which Moran terms as "unique and individual as a human fingerprint. Each has a character and a soul of its own."

Moran's best effort to date was a knife he made from a piece of meteorite, but he says he's "still working toward the perfect blade."

And what does he like best about his rare, satisfying craft? "The customers," Moran declared. "Everyone I've ever dealt with really appreciates what I'm doing."



News Bulletin photos by Mark Borchelt



Sure hands hammer blade in one of 512 layering process repetitions.



Torch makes back less brittle; blade holds hardness in water.



A 40-year devotee of his craft, Moran loves to talk knifemaking.



Moran carefully hones a fine edge with aid of grinding wheel.



# to Assist Aging

sources would be available within the UN to implement the Plan.

The original language of the Action Plan was more limiting, calling for a strengthening of the UN's aging efforts "within existing global resources." The General Assembly is likely to approve the Third Committee's resolution as well as the Action Plan.

For information on follow-up to the World Assembly on Aging and other news about policies and programs for the elderly in different countries, members might consider subscribing to *Ageing International*, the quarterly journal of the International Federation on Ageing.

Individual subscriptions to *Ageing International* are available for \$15 in 1983. Write: Editor, The International Federation on Aging, 1909 K St., N.W., Washington, D.C. 20049.

## are Panel Selections

Business; Stanford D. Arnold, secretary-treasurer, Michigan Building Construction Trades Council; Carlos J. Arboleya, president, chief operating officer, Consolidated Barnett Banks of Miami, Fla.; Karl D. Bays, chairman, American Hospital Supply Corp.; Kenneth M. McCaffree, Ph.D., businessman and retired professor of economics; Samuel H. Howard, vice president and treasurer, Hospital Corporation of America; Linda H. Aiken, RN, Ph.D., vice president for research, director of teaching, nursing home projects, Robert Wood Johnson Foundation; David W. Christopher, partner, Price Waterhouse and Co.; C. Joseph Stetler, with law firm of Dickstein, Shapiro and Morin; James Balog, vice president, Drexel Burnham Lambert; and Alvin E. Heaps, president, Retail, Wholesale and Department Store Unions.

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## Go, Genny, Go—You're Rolling!



—Wide World Photo

Genny Carpenter of Franklin, N.C., is 95, but she says "you're never too old to have fun—heck, I love to drive, anyway." Even a sprained right hand didn't keep her from spinning this Go-Kart, a gasoline-propelled "racing car," around Franklin track at speeds of about 40 miles per hour.

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**Hobby:** Dr. Erwin Angres, Chicago psychiatrist, relaxes by carving apples into portraits, animals, nudes. Pieces at left, above, are mounted in driftwood, and called, "Listening" and "Blessing." Dr. Angres uses a small-bladed pocket knife to carve a face into apple, right, dries the apple for three days, then applies 20 coats of shellac to it.



# Scientists Assail Drug Bill, Foresee Threat to Medicine

*Continued from page 1*

in the department's opinion, "imminent danger to public health" existed. Premises that must be registered include pharmaceutical factories and warehouses. Under some circumstances, medical research laboratories and physicians' offices are

compounds."

Dr. Goddard was also critical of what has been characterized as the bill's "no knock" provision. This is a section that would authorize Justice Department officers, after obtaining a warrant, to "break open" and enter any building without prior

proved by the Secretary of Health, Education, and Welfare. But the registration of an applicant "deemed qualified by the Secretary" could be denied by the Attorney General. The grounds for denial would include prior conviction for any offense involving narcotics or the Attorney General's belief that the applicant's "past practices or proposed procedures" could lead to abuse of trust.

Dr. Glueck noted that the "past practices" clause is not defined and could



# Home fruit growing is worth effort it takes

by Dr. Arvil L. Stark

Tribune Garden Consultant

THE COST OF fruit at the grocery store is now so high that home orcharding is economically feasible. With the new dwarfs that produce most of the fruit within reach, without a ladder, home fruit growing is much easier than it was just a few years back. Space requirements for the smaller trees allow them to be grown even on small city lots.

There are many different sizes of dwarfs making it necessary to be specific when purchasing trees. Smallest among the apple tree dwarfs are those on Malling 26 or 27 or Malling 9 roots. These can be grown to maturity on an area as small as eight feet by eight feet. Several popular varieties are available on these roots including improved strains of Red Delicious, Golden Delicious, McIntosh and some others. Fruits produced on these dwarf trees are the same size as those on standard trees.

Dwarf pears are available on quince roots from some nurseries. Bartlett is the most popular variety in this area for home canning, drying and fresh use.

SOME NURSERIES produce dwarf peaches and nectarines by growing them on *Prunus tomentosa* roots. Elberta and Early Elberta have been popular

over the years in this area, doing well with average neglect in home orchards. Red Haven is an excellent quality peach, but the trees tend to overload and the fruit must be thinned for better size. There are many other high quality peach varieties that grow well in warmer valleys. Peach trees cannot survive the low winter temperatures of the higher, colder locations.

Montmorency tart cherries can be kept low by pruning. Semi-dwarf, spur type trees are available from some nurseries. Because of susceptibility to virus diseases and the need for cross pollination for fruit set, sweet cherry growing on home lots is not encouraged. Stella, a recent introduction, is self-fertile, but not yet widely distributed.

Contact your nurseryman for fruit trees now. This will allow him time to get the varieties you want on specified roots.

FRUIT TREES require pruning, fruit thinning and pest control for production of high quality fruit. Just planting and watering is not quite enough. It's worth the effort if you do it right and gives you something to brag about.



shirts and 14 styles of jeans ranging from \$30 to \$40, with lines of hats, boots and outerwear to follow.

— Last April at a Los Angeles concert, 18,000 Journey fans spent \$80,000 for T-shirts, programs and related Journey products. That averaged out to \$4.30 per person — on top of the price of admission. It's not unusual for fans to spend between \$30,000 and \$40,000 on rock merchandise at a major arena concert.

— In 1979, Rod Stewart sold \$30,000 worth of T-shirts at a single Capital Centre concert outside Washington, D.C. The next night in New York's similarly sized Madison Square Garden, he only sold \$8,000 worth, but an estimated 150 bootleggers outside the arena managed to do three times that business. In the \$100-million-a-year pop-music T-shirt and iron-on business, as much as half the revenue goes to bootleggers.

— IN ITS SEVEN-YEAR history, Kiss has built up a merchandising empire unrivaled since the heyday of Walt Disney. "Whatever they've earned from records," says one industry veteran, "They've matched or surpassed with merchandising. They're the single most successful group at that."

The range of products includes baseball caps, T-shirts (and iron-on transfers), buttons, medallions, jackets to cover with patches, tote bags, playing cards, puzzles and school supplies, jeans, underwear, pajamas and bed sheets, paperweights with stars' pictures, decals, calendars, mirrors, wall hangings, posters and dozens more.

Executives in the image-marketing field point to Mickey Mouse and the Disney organization as the ultimate example of image exploitation. "Licensing has been the backbone of advertising for years," says Rand Merlis of 20th Century-Fox Licensing Corp. (Kiss, "Star Wars"). "Remember Davey Crockett?" In rock, the roots are Elvis Presley and the Beatles,

merchandising company owned by superstar producer Bill Graham.

Winterland started out four years ago with a dozen acts and \$2 million in sales; in 1980 they grossed \$1 million working with 40 different acts, including Bruce Springsteen, Bob Seger, AC-DC, Ted Nugent, Fleetwood Mac and Heart. According to Furano, touring merchandising accounted for about half that figure, another 20 percent derived from sales to retail stores. The remainder came from Winterland's custom printing division, which employs 90 people and whose two automated presses run off 10-15,000 shirts a day.

Many groups travel with a "merchandise roadie" who works with local concessionaires in each city, counting out the shirts (\$8-\$12), hats (\$4-\$10) and programs (\$2-\$4), making sure they're all accounted for at night's end. Most concert facilities get as much as 50 percent of the gross on paraphernalia sales.

DECISIONS ABOUT LICENSING an act's name or likeness are made by group managers, or increasingly by their lawyers. "Many of these artists specifically limit the amount and type of merchandise because it's a way of presenting and maintaining an image," says Jules Zalon, lawyer for Billy Joel. Agents tend to extreme caution, and turn down far more licensing offers than they accept. "We've gotten calls wanting to put our group on rolls of toilet paper," said one agent who requested anonymity. "And that's not even the worst idea!"

There are currently about a dozen major concert merchandising companies, including Brockum International, Good Vibrations and Rock Tours Ltd. One important consideration is cost: "It's usually lower-end price merchandise," says one licensor. "Kids have to be able to afford to buy them." And many fan clubs have developed into sophisticated mail-order houses.

A T-shirt, or more recently, the athletic jersey